

were received, for example, it could be determined that the film receiving the most number of votes could be transmitted first, the film receiving the second highest number of votes could be transmitted second, and the film receiving the lowest number of votes could be transmitted third.

In still other embodiments, votes would determine both order of transmission and what subset of a plurality of content items could be shown. Thus, for example, a content item receiving the most number of votes could be transmitted first, a content receiving the second highest number of votes could be transmitted second, and all offered content items could not be transmitted at all.

It is noted that in certain embodiments a user may be able to view previews, such as video clips, corresponding to one or more of the offered items. Thus, continuing with the above example, a user might be able to view previews corresponding to Star Wars, Star Trek II, and Star Trek IV. Additionally, a graphical user interface may provide a voting button integrated with each preview. By pressing the button in the manner appropriate for the particular GUI used, a user may enter his vote for the film corresponding to the preview with which the button is associated.

In some embodiments where the content provider had uploaded all possible selections, the scheduling intelligence module would take steps analogous to those described above to have the chosen selection transmitted over the wireless link. In embodiments where the content provider had not been asked to upload all selections, the content provider would be notified to upload the winning selection.

## **Examples**

### *Game Distribution*

According to one embodiment of the present invention, the DDS may be used for the distribution of video games. For example, a content provider may secure for game distribution the QoS blocks shown in Fig. 13. For this example distribution will be global, although in practice a content provider might instead choose to distribute to only a certain network area.

As seen in the example of Fig. 13, the content provider has secured GC (global constant) bandwidth and GT bandwidth (global time-bound). The example of Fig. 13 is intended to represent the daily bandwidth allocations for the service. In other words, Fig. 13 shows the allocations for one day, but in this example the same allocations are used daily for some period of time.

The GC bandwidth in this example is being used for the distribution of “10 popular games”. A carousel distribution technique is used wherein the 10 games are repeatedly transmitted in succession. Thus each of the ten games would be transmitted in succession, and after transmission of the tenth games the first would be transmitted and the cycle would repeat. A user wishing to download one of the games would make the appropriate selection on the offerings list, and the game would then be downloaded to his device the next time it came up for transmission in the carousel.

The GT bandwidth is being used for distribution of new games. This distribution also uses a carousel technique. However in contrast to the 10 popular games carousel that rotated constantly, this carousel cycles only between 4 a.m. and 5 a.m. and again between 7 a.m. and 8 a.m. These times were chosen by the content provider, as is the procedure for the selection of GT bandwidth. Like selection from among the “10 popular games,” a user selecting one of the games distributed in this manner from the distribution list would receive it the next time it came up in

the carousel. However, because the carousel does not cycle constantly, a user making his request after 8 a.m. on a given day would have to wait until at least 4 a.m. the next day to receive the file.

Although video games have been discussed in this example, analogous procedures can be used for the distribution of video clips, magazines, books, music, and the like.

Distributing need not be limited to distribution of one type of media and/or file. For example, games, movies and magazines could be simultaneously distributed. Furthermore, in certain embodiments the upload process by which the games are submitted to the DDS could include the addition of DRM (digital rights management) attributes to the files using techniques known in the art. DRM attributes could add properties to the files such as expiration date and the inability to function on other than the device that they were initially downloaded to, and/or upon the device of the individual who purchased the file by way of subscription.

#### *Classified Advertisements*

Another service which may be offered according to the present invention is a classified advertisements service. According to one embodiment of such a service, reception terminals could have software that allowed their users to construct classified advertisements. The software could allow users to select either global distribution or distribution to a particular network area. The software might also ensure that that constructed classified advertisement be in a form compatible with the above-described filtering functionality of the terminal. One way of doing this would be to require the user creating a classified advertisement to fill in certain fields describing the advertisement. For example, the user might be required to specify an “advertisement type” field by selecting from choices such as “personal advertisement,” “real estate,” “automobile for sale,” and the like. Alternately, the software might scan an advertisement written free-form by the user for certain keywords, and automatically populate the fields based